
TRAVEL AND TOURISM

9395/33

Paper 3 International Business and Leisure Travel Services

October/November 2016

MARK SCHEME

Maximum Mark: 100

Published

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1 (a) (i) **Explain, using examples, the term tourism infrastructure.** [2]

e.g.

- The basic facilities, services and installations needed to support the provision of tourism in a destination (1)
- E.g. an airport (1) road networks (1) hotel and other accommodation provision (1)

Also accept reference to building such as hospitals, banks etc.

Award one mark for a basic explanation and a second mark for a relevant example

(ii) **Using only Fig. 1, identify two countries which compete with Zimbabwe in the business tourism market.** [2]

- South Africa (1)
- Kenya (1)
- Singapore (1)

Can also accept Singapore.

Award one mark for each of two correct identifications

(b) **Explain three ways in which investment in Zimbabwe may be used to generate more business tourism.** [6]

e.g.

- Upgrade conference facilities (1) by investing in advanced equipment and extending current provision (1)
- Establish a product brand (1) create a destination brand image which sends a clear message to event planners that Zimbabwe is a business tourism destination (1)
- Market Zimbabwe as a safe country (1) to cast away doubts that tourists may have since the political and economic crises of the last decade or so. (1)

Award one mark for the identification of each of three ways and a second mark for the development of each of these three points.

(c) **Explain two reasons why the Rainbow Towers conference venue is suitable for hosting large-scale international events.** [6]

e.g.

- One of Africa's largest conference venues (1) has seating capacity of 4500 and space required to host such an event (1) including ample car parking space for delegates (1)
- Offers 12 additional meeting rooms (1) so can host supplementary events, displays and exhibitions simultaneously (1) as well as use of the large sound-proofed auditorium (1)
- Has press centre and press galleries (1) for use in events such as an international sporting event (1) where the mass media send reporters from each country to provide televised coverage (1)

Accept any reasonable answers

Award one mark for the identification of each of two reasons and up to two more marks for an explanation of each reason.

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- (d) **Assess the reasons why many countries further develop their business tourism products and services.** [9]

Indicative content:

- To compete with other countries offering the same or better provision
- To generate high yield tourism earnings
- To sustain the national economy, contributing to the country's GDP and to create employment opportunities for locals
- To market and brand themselves to a range of markets

Level 1 (1–3 marks) Candidate **identifies** 1, 2 or more reasons why countries develop business tourism offerings.

Level 2 (4–6 marks) Candidate **explains** 1, 2 or more reasons why countries develop business tourism offerings.

Level 3 (7–9 marks) Candidate makes **analytical** or **evaluative** statements regarding the reasons why countries develop their business tourism offerings.

Use Level of Response criteria.

- 2 (a) (i) **State two types of visitor for whom a self-drive holiday in New Zealand would be most suitable.** [2]

e.g.

- Independent tourists/backpackers (1)
- Adventure tourists (1)
- Couples (1)
- Families (1)

Award one mark for each of two valid visitor types

- (ii) **Explain the term the shoulder season.** [2]

e.g.

- The time between high and low season (1)
- Often Spring and Fall (Autumn) when people have the fewest paid leave days. (1)

Accept any reasonable examples

Award one mark for a basic explanation and a second mark for development or exemplification

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(b) **Explain three benefits of a self-drive holiday over an organised coach tour.** [6]

e.g.

- More privacy (1) You do not have to share vehicles with strangers (1)
- More flexibility/freedom (1) You can stop wherever you choose (1)
- More convenient (1) You are not bound by a strict timetable (1)

Accept any reasonable answer

Award one mark for the identification of each of three benefits and a second mark for development or exemplification of each.

(c) **Explain two ways through which tourists can get the most out of their self-drive holiday in New Zealand.** [6]

e.g.

- Travel outside the peak season (1) roads and accommodation will be less crowded (1) and costs will be considerably cheaper (1)
- Do not try to cover too much distance in one day (1) allow plenty of time to stop and explore the attractions on the way (1) the journey IS the holiday (1)

Accept any reasonable answers

Award one mark for the identification of each of two ways and up to two more marks for a development or exemplification of each.

(d) **Discuss the reasons why visitors to New Zealand often visit several destinations during their stay.** [9]

Indicative Content:

- Diverse landscape – mountains, glaciers, coastline, forests, beaches, volcanic pools etc.
- Natural, cultural and adventure attractions on offer
- North and South Islands – lots to explore
- Long haul destination so need to make the most of their time

Use Level of Response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three reasons why tourists visit a number of different destinations during their stay

Level 2 (4–6 marks) Candidate **explains** up to three reasons why tourists visit a number of different destinations during their stay

Level 3 (7–9 marks) Candidate makes up to three **analytical** or **evaluative** comments about the reasons why tourists visit a number of different destinations during their stay.

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3 (a) (i) **Identify two features of Etihad's The Residence travel accommodation.** [2]

e.g.

- Three room suite (1)
- Part of the First Class cabin (1)
- Double bedroom (1)
- En-suite facilities (1)
- Living room area (1)
- 32 inch flat screen TV (1)
- Two sofas (1)
- Fridge (1)
- Butler Service (1)

Award one mark for each of two valid identifications

(ii) **Explain, using an example, the phrase high yield business traveller.** [2]

- Someone who travels for the purpose of work, and spends a proportionally higher amount than a leisure traveller (1)
- E.g. a company director booking a limousine transfer to and from the hotel (1)

Accept any reasonable answer

Award one mark for a basic explanation and a second mark for a relevant example

(b) **Explain three impacts that the global recession of recent years has had on luxury air travel.** [6]

e.g.

- Demand for traditional first class seats is in decline (1) fewer people feel comfortable spending such a high premium price to travel first class (1)
- Buying habits of business and leisure travellers have changed (1) they tend to travel at less popular times of the day to get the best deals (1)
- Business class facilities have been upgraded to meet the needs of business travellers (1) as more companies are opting to pay for business class over First Class (1)

Accept any reasonable answers

Award one mark for the identification of each of three impacts and a second mark for development/explanation of each

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(c) *Other than through the onboard features offered, explain two ways in which airline companies can remain competitive.* [6]

e.g.

- Price (1) many airlines will set special offers to attract customers (1) discounted seats at a low price draw in the customers who then pay increased costs for additional services such as checked in baggage or designated seating plans (1)
- Availability of destinations(1) choice of routes (1) serving both major hub and regional airports (1) or an increased number of flights to a destination per week (1)
- Type of aircraft (1) offering services aboard the A380 (1) greater availability of seats (1) offsetting the carbon footprint of the journey (1)

Do not accept Quality of Customer Service as this is an onboard feature

Accept any reasonable answers

Award one mark for each of two ways and a further two marks for development or exemplification

(d) *Discuss the ways in which airports cater to the specific needs of disabled passengers.*[9]

Indicative content:

- Wheelchairs made available
- Disabled parking
- Disabled toilets
- Ramps and lifts
- Hearing loops
- Public address announcements as well as display board information about departures
- Assisted check-in, boarding and delivery to departure gates via airport buggies

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three ways in which airports can meet the needs of disabled passengers

Level 2 (4–6 marks) Candidate **explains** up to three ways in which airports can meet the needs of disabled passengers

Level 3 (7–9 marks) Candidate makes **analytical** or **evaluative** comments about the ways in which airports can meet the needs of disabled passengers.

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4 (a) (i) **Identify two different components included in the advertised cruise package.** [2]

- 7 nights' accommodation (1)
- Meals (1)
- Transport (1)
- Excursions (1)

Accept any reasonable answer

Award one mark for each of two valid identifications

(ii) **Explain, using an example, what is meant by the term check-in service.** [2]

e.g.

- A facility to allow passengers or visitors to announce their arrival (1)
- Assistance provided by cruise company, taking the passenger's luggage and issuing boarding passes (1)

Accept any reasonable answer

Award one mark for basic explanation and a second mark for exemplification.

(b) **Explain three reasons for the appeal of the advertised cruise on the River Seine to special interest tourists.** [6]

e.g.

- Historic region of Normandy visited (1)
- Beautiful landscapes inspiring to artists (1)
- Walking tours of Rouen and visits to castles included (1)

Accept any reasonable answers

Award one mark for each of three identified reasons and a second mark for explanation or exemplification of each aspect

(c) **Explain two reasons for the increase in the market for luxury cruising.** [6]

e.g.

- Improving economy (1) since the global recession, people's disposable income is gradually increasing (1) and people look for more luxurious ways of spending their leisure time (1)
- Increased number of luxury ships (1) with upgraded facilities (1) means more access and availability to luxury cruise products and services (1)

Accept any reasonable answer

Award one mark for each of two reasons and up to two further marks for explanation or exemplification of each reason.

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- (d) *Assess the ways in which cruise line companies might use the data from the identified trends in the cruise market to modify their products and services.* [9]

Indicative content:

- Target new customer groups by catering for multi-generational and social group cruises
- Provide a wider range of products and services for younger generation travellers
- Find new adventure activities to include as part of the itinerary to attract more adventure tourists
- Develop new cruise itineraries to mirror those destinations tipped as favourite ports of call in the previous year

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three ways in which cruise lines might use the data

Level 2 (4–6 marks) Candidate **explains** up to three ways in which cruise lines might use the data

Level 3 (7–9 marks) Candidate makes up to three **analytical** or **evaluative** comments about ways in which the data may be used.